

Rep Order# 8833206 Ver# 7 Status Revised  
EC'd Yes

Traffic Order# 36851

Printed: 10/22/2012 9:44 AM  
Last Received: 10/22/2012 8:28 AM  
Showing Buylines: All Lines

1 of 4

Station KLAS-TV LAS VEGAS  
Advertiser ( ) CROSSROADS GPS  
Product CROSSROADS GPS  
Estimate# 780  
Buyer EMILY MILHOAN  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E //780  
Flight Dates 10/30/2012 - 11/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK  
TOTAL - \$126,650

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F	137A-237A	ELECTRIC PLAYGROUND	:30	\$100.00	10/30-11/02	4	1	4	\$400.00	
	2	M	137A-237A	NATE BERKUS	:30	\$100.00	11/05-11/05	1	1	1	\$100.00	
	3	SU	500P-700P	SUN NEWS ROTATION	:30	\$1,500.00	11/04-11/04	1	1	1	\$1,500.00	
	4	TU-F	1100P-1135P	8 NEWS NOW @ 11P	:30	\$2,200.00	10/30-11/02	4	1	4	\$8,800.00	
	5	SU	600A-630A	8 NEWS NOW SUN MORN #1	:30	\$500.00	11/04-11/04	1	1	1	\$500.00	
	6	SU	800A-830A	8 NEWS NOW SUN MORN #2	:30	\$1,500.00	11/04-11/04	1	1	1	\$1,500.00	
	7	TU-F	900A-1000A	LIVE WITH KELLY	:30	\$850.00	10/30-11/02	4	1	4	\$3,400.00	
	8	M	900A-1000A	LIVE WITH KELLY	:30	\$850.00	11/05-11/05	1	1	1	\$850.00	
	9	TU-F	630P-700P	INSIDE EDITION	:30	\$1,300.00	10/30-11/02	4	1	4	\$5,200.00	
	10	M	630P-700P	INSIDE EDITION	:30	\$1,300.00	11/05-11/05	1	1	1	\$1,300.00	

Rep Order# 8833206 Ver# 7 Status Revised  
EC'd Yes

Traffic Order# 36851

Printed: 10/22/2012 9:44 AM  
Last Received: 10/22/2012 8:28 AM  
Showing Buylines: All Lines

2 of 4

Station KLAS-TV LAS VEGAS  
Advertiser ( ) CROSSROADS GPS  
Product CROSSROADS GPS  
Estimate# 780  
Buyer EMILY MILHOAN  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E //780  
Flight Dates 10/30/2012 - 11/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	11	TU-F	1200P-1230P	NOON NEWS	:30	\$850.00	10/30-11/02	4	1	4	\$3,400.00	
	12	M	1200P-1230P	NOON NEWS	:30	\$850.00	11/05-11/05	1	1	1	\$850.00	
	13	TU-F	500P-630P	8 NEWS NOW @ 5P & 6P	:30	\$1,500.00	10/30-11/02	4	1	4	\$6,000.00	
	14	M	500P-630P	8 NEWS NOW @ 5P & 6P	:30	\$1,500.00	11/05-11/05	1	1	1	\$1,500.00	
	15	TU-F	1000A-1100A	PRICE IS RIGHT	:30	\$3,500.00	10/30-11/02	1	1	1	\$3,500.00	
	16	TU-F	400P-500P	8 NEWS NOW @ 4P & 430P	:30	\$1,300.00	10/30-11/02	4	1	4	\$5,200.00	
	17	M	400P-500P	8 NEWS NOW @ 4P & 430P	:30	\$1,300.00	11/05-11/05	1	1	1	\$1,300.00	
	18	TU-F	600A-700A	8 NEWS NOW @ 6A	:30	\$1,200.00	10/30-11/02	4	1	4	\$4,800.00	
	19	M	600A-700A	8 NEWS NOW @ 6A	:30	\$1,200.00	11/05-11/05	1	1	1	\$1,200.00	
	20	TU-F	1135P-1237A	LETTERMAN	:30	\$850.00	10/30-11/02	4	1	4	\$3,400.00	
	21	M	1135P-1237A	LETTERMAN	:30	\$850.00	11/05-11/05	1	1	1	\$850.00	
	22	SA	500A-700A	SAT EARLY SHOW	:30	\$550.00	11/03-11/03	1	1	1	\$550.00	
	23	TU-F	700A-900A	CBS THIS MORNING	:30	\$1,000.00	10/30-11/02	4	1	4	\$4,000.00	
	24	M	700A-900A	CBS THIS MORNING	:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
	25	TU-F	300P-400P	ELLEN	:30	\$1,000.00	10/30-11/02	4	1	4	\$4,000.00	

Rep Order# 8833206 Ver# 7 Status Revised  
EC'd Yes

Traffic Order# 36851

Printed: 10/22/2012 9:44 AM  
Last Received: 10/22/2012 8:28 AM  
Showing Buylines: All Lines

3 of 4

Station KLAS-TV LAS VEGAS  
Advertiser ( ) CROSSROADS GPS  
Product CROSSROADS GPS  
Estimate# 780  
Buyer EMILY MILHOAN  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E //780  
Flight Dates 10/30/2012 - 11/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	26	M	300P-400P	ELLEN	:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
	27	TU-F	500A-600A	8 NEWS NOW @ 5A	:30	\$1,000.00	10/30-11/02	4	1	4	\$4,000.00	
	28	M	500A-600A	8 NEWS NOW @ 5A	:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
	29	TU-F	1237A-137A	LATE LATE SHOW	:30	\$450.00	10/30-11/02	4	1	4	\$1,800.00	
	30	M	1237A-137A	LATE LATE SHOW	:30	\$450.00	11/05-11/05	1	1	1	\$450.00	
	31	SA	1135P-1235A	PRIVATE PRACTICE	:30	\$350.00	11/03-11/03	1	1	1	\$350.00	
	32	M	1000P-1100P	HAWAII FIVE O	:30	\$12,000.00	11/05-11/05	1	1	1	\$12,000.00	
	33	F	800P-900P	CSI:NY	:30	\$8,500.00	11/02-11/02	1	1	1	\$8,500.00	
	34	F	1000P-1100P	BLUE BLOODS	:30	\$12,000.00	11/02-11/02	0	0	0	\$0.00	
	35	SU	900P-1000P	THE GOOD WIFE	:30	\$9,500.00	11/04-11/04	1	1	1	\$9,500.00	
	36	M	800P-900P	HOW I MET YOUR MOTHER/PARTNERS	:30	\$9,500.00	11/05-11/05	1	1	1	\$9,500.00	
	*37	TU-F	200P-300P	UNDERCOVER BOSS	:30	\$900.00	10/30-11/02	1	1	1	\$900.00	
			Sales Remark: V7 . V7 Program Name Change, Comment Changed									
	38	SU	1205A-105A	COLD SQUAD	:30	\$150.00	11/04-11/04	1	1	1	\$150.00	

Rep Order# 8833206 Ver# 7 Status Revised  
EC'd Yes

Traffic Order# 36851

Printed: 10/22/2012 9:44 AM  
Last Received: 10/22/2012 8:28 AM  
Showing Buylines: All Lines

4 of 4

Station KLAS-TV LAS VEGAS  
Advertiser ( ) CROSSROADS GPS  
Product CROSSROADS GPS  
Estimate# 780  
Buyer EMILY MILHOAN  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E //780  
Flight Dates 10/30/2012 - 11/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	39	W	800P-900P	SURVIVOR	:30	\$12,000.00	10/31-10/31	1	1	1	\$12,000.00	
	40	TU-W	400A-459A	NEWS	:20	\$200.00	10/30-10/31	2	1	2	\$400.00	

---REPORT TOTALS---

Report Totals: 79 / \$126,650.00

---SALES MONTHLY TOTALS---

Nov 12: 79 / \$126,650.00  
Sales Totals: 79 / \$126,650.00  
Station Totals: 79 / \$126,650.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$316,625	CABL	0%	KLAS	40%	KSNV	30%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

---COMPETITIVE COMMENTS---

SHARES ARE ESTIMATED

Books null  
Demos RA35+